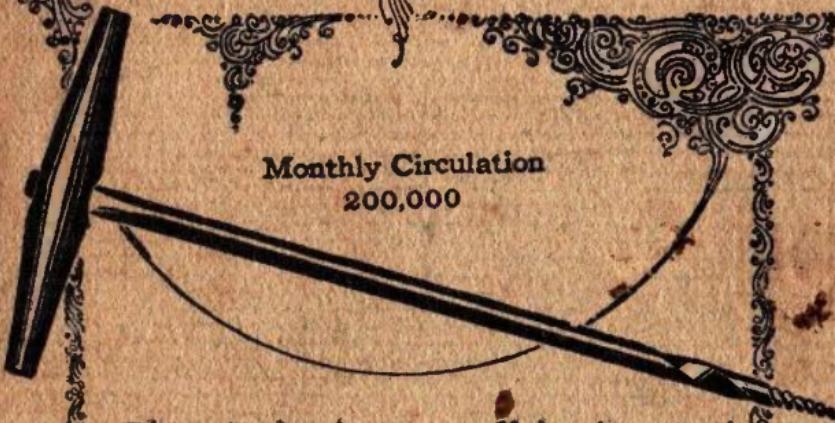


The Gimlet

Monthly Circulation
200,000



The gimlet is a small instrument
with a point

July, 1913

- Damages 25 Cents per annum - red
- We need the money - There may be more numbers - That all depends - red
- This is real second class stuff that pays first class postage - No post offices entered.

IHAVE FOUND TWO SINCERE
THINGS IN THE WORLD—A
CHILD'S SMILE AND THE WAG
OF A DOG'S TAIL.

Original—shot out by

Mike Kinney

Teamster and Editor.



DIAMOND EDGE HANDLED AXES

Diamond Edge Axes are tempered by hand by an improved process. The bit is made of the finest crucible steel. The eyes are punched from solid steel, that will not stretch or break. All handles are put on with a patent wedge that positively prevents the axe from flying off the handle. Handles furnished in any grade you wish.

Handled Axes..... \$1.00 to \$2.00
Unhandled Axes..... .75 to 1.75



The Diamond Edge Wedge cannot come out after being driven in.

One of the special features to Diamond Edge Axes is the Patent Lock Wedge. This wedge is the most successful yet produced for holding the axe firmly and preventing it from flying off the handle.



Cut shows wedge driven in handle and handle pulled open to show binding effect produced by action of wedge.



COME IN AND EXAMINE OUR AXES
We guarantee all Diamond Edge Axes

YEARS AGO

practically all axes were sold unhandled. The consumer bought his axe and his handle and then handled his axe as best he knew how. Then in the beginning there were a few cheap-handled axes sold. Finally the idea percolated that there was no more reason why axes should be sold unhandled than that hatchets and hammers should not be handled by the users. Then a campaign of education was started. Salesmen talked to merchants. Merchants talked to axe users. And to-day, so I am told, more than sixty per cent of all axes sold are handled. So then the handled axe is in the line of evolution.

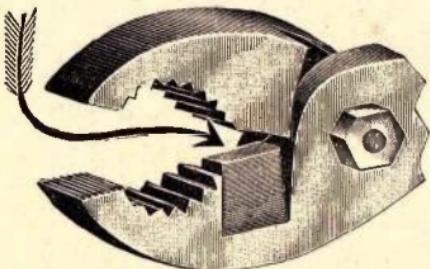
M K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



*Follow the Arrow to
the Powerful Cutters*



Diamond Edge Pliers

No. DEX7.—Best Quality Drop Forged Steel; Full Nickel Plated and Polished, Oil Tempered Cutters; Hardened Jaws, Face of Jaws Scored; Milled Pipe Teeth, Large Button Head Bolt and Nut; Length 7 inches; Takes Pipe $\frac{1}{8}$ to 1 inch.

Each 75 Cents

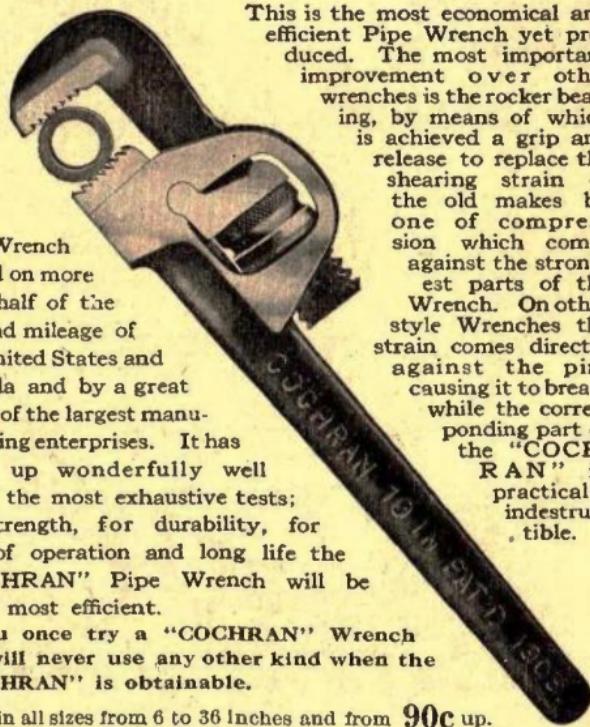
This is only one of the Diamond Edge line of Pliers. All Diamond Edge Pliers and Tools are sold under a money-back guarantee. If you are looking for the best insist on the Diamond Edge Brand.

PROBABLY YOU MAY NOT BE AWARE

that every tool bearing the Diamond Edge trade mark is fully guaranteed. This means that if the tool is not satisfactory you can return it and get your money back. Our guarantee is unlimited, and it is surprising how few tools bearing the Diamond Edge trade mark are returned to us. Of course, now and then we meet the same old man who was just cutting a nice piece of pine when the blade of his knife just naturally broke off. This same individual forgets to tell the real truth, which was that he broke his knife trying to open a bottle of beer. But we take the knives back just the same, on the theory that ninety-nine men out of one hundred are honest, and that the other one isn't a criminal but just has a sick mind. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

COCHRAN PIPE WRENCHES



This Wrench is used on more than half of the railroad mileage of the United States and Canada and by a great many of the largest manufacturing enterprises. It has stood up wonderfully well under the most exhaustive tests; for strength, for durability, for ease of operation and long life the "COCHRAN" Pipe Wrench will be found most efficient.

If you once try a "COCHRAN" Wrench you will never use any other kind when the "COCHRAN" is obtainable.

Made in all sizes from 6 to 36 inches and from 90c up.

This is the most economical and efficient Pipe Wrench yet produced. The most important improvement over other wrenches is the rocker bearing, by means of which is achieved a grip and release to replace the shearing strain of the old makes by one of compression which comes against the strongest parts of the Wrench. On other style Wrenches the strain comes directly against the pin, causing it to break, while the corresponding part of the "COCHRAN" is practically indestructible.

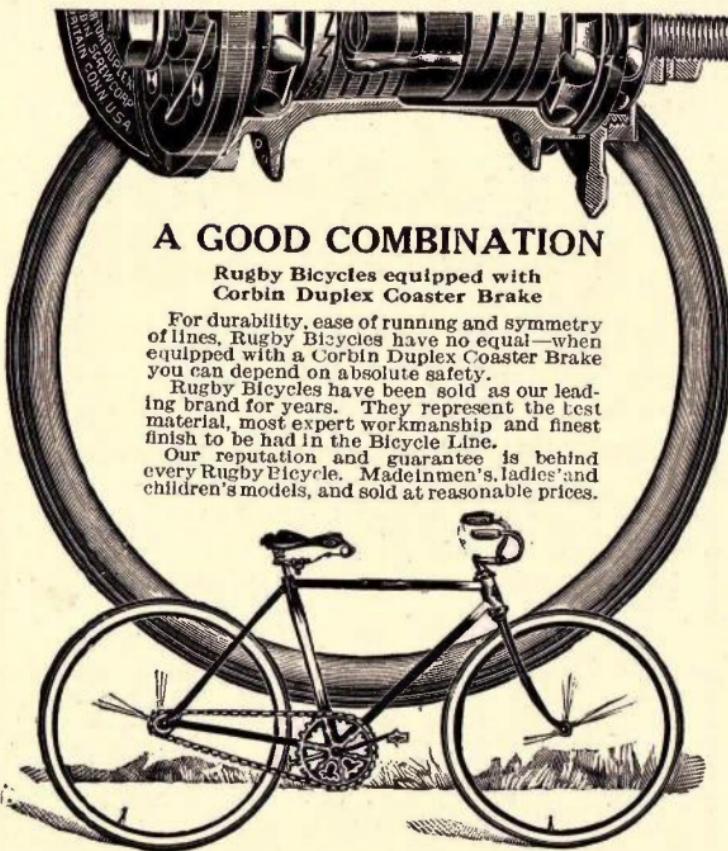
WHEN A MAN WORKS

with his bare hands, without tools, he represents man in his primitive state. When man increased his power and efficiency by using tools he made a great step forward. Nowadays the vast army of men who are using tools in their everyday work are looking for the best tools. What they are seeking is greater efficiency. The Cochran Pipe Wrench makes for efficiency—more work in the same time, with less effort and without any wear and tear.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



A GOOD COMBINATION

Rugby Bicycles equipped with
Corbin Duplex Coaster Brake

For durability, ease of running and symmetry of lines, Rugby Bicycles have no equal—when equipped with a Corbin Duplex Coaster Brake you can depend on absolute safety.

Rugby Bicycles have been sold as our leading brand for years. They represent the best material, most expert workmanship and finest finish to be had in the Bicycle Line.

Our reputation and guarantee is behind every Rugby Bicycle. Made in men's, ladies' and children's models, and sold at reasonable prices.

FIRST COMES ONE THING

and then another. There were all kinds of alleged improvements on bicycles. Some of these improvements were soon dropped. They were theoretical and not practical. The bicyclists knew—the goods couldn't be forced on them. Other improvements, however, such as the Corbin Duplex Coaster Brake, came to stay. They served a purpose. They were practical. And now every man who rides a wheel, sooner or later has it equipped with one of these brakes.

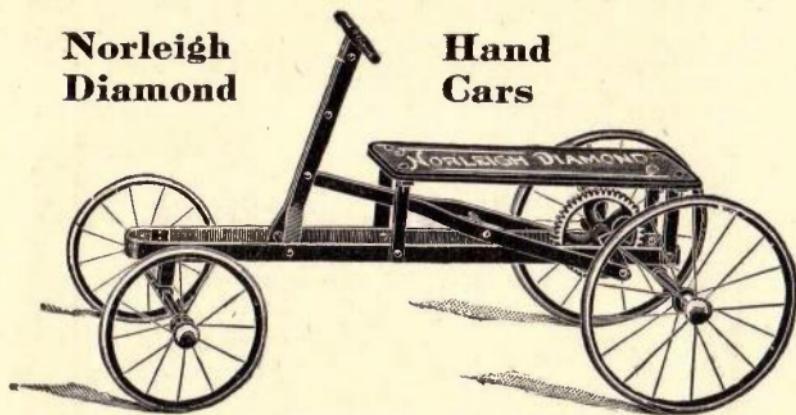
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Norleigh
Diamond

Hand
Cars



Made entirely of wrought steel and malleable castings, except the seat, which is hardwood, firmly bolted to the frame. Wheels constructed with extra large barrel hubs with outer bearings and 10-gauge spokes.

Extra large steel axles, steel tubing handle, extra strong and heavy braces.

Everything about this Hand Car is strong and durable. It is finely painted, striped and lettered.

Rubber tires are shrunk on to prevent opening at the joints

Each

No. ND7—Junior; length of frame 26½ inches, 6-inch front and 10-inch rear wheels.	\$5.00
No. ND8—Medium; length of frame 35½ inches, 8-inch front and 12-inch rear wheels.	6.00
No. ND9—Large; length of frame 35½ inches, 10-inch front and 14-inch rear wheels.	7.00

EVERYTHING THESE DAYS

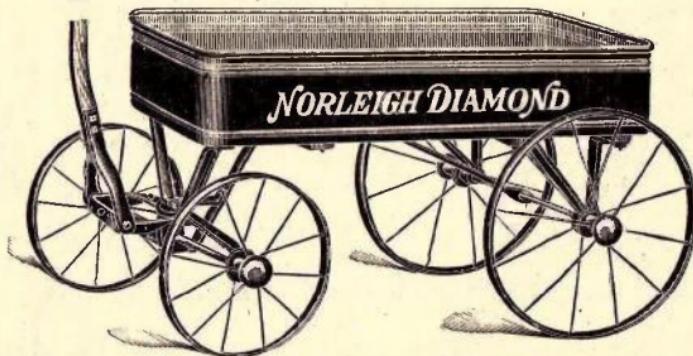
is being investigated and analyzed. I wish somebody would analyze the energy in growing children. Did you ever study the antics of really healthy children when the thermometer is 100 degrees? Heat doesn't seem to make any difference to them. Now just suppose you kept up your childhood energy in the same proportion, even though you weighed 200 pounds. Wouldn't you be an athlete right? Couldn't you jump, and skip on one foot, and push a hand car without ever getting tired? I wonder why we lose this energy when we grow up? There must be some reason for it. What we really need is more information on how to raise children. Burbank says children are just like plants, that almost anything can be done with them when they are handled by those who know how.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



NORLEIGH DIAMOND BOYS' WAGONS



The Norleigh Diamond Boys' Wagon is **better ironed, better finished and much stronger** than any other wagon on the market. Just compare our gear with any other and verify this statement. Where other front gears are riveted once or twice, the Norleigh Diamond is riveted, welded and **reinforced at nine different places**. Note the practical and powerful fifth-wheel and gear. Note that the tongue is ironed—this obviates all tongue trouble—tongue remains where you leave it—does not fall to the ground. Examine the **New Idea steel hand loop**, which is the best and most practical ever used.

The Norleigh Diamond gear and heavy iron work, together with the New Idea large barrel, anti-friction outer bearing hubs and extraordinary heavy spokes and wide tires, enables the Norleigh Diamond to withstand heavy loads and rough usage where other wagons break down. **Body**—24-gauge steel (others made of 29-gauge). Double beaded or swedged. Top edge reinforced with heavy steel wire; bed substantially fastened to gear by eight steel, copper plated bolts and nuts, with washers under heads to keep them from pulling through.

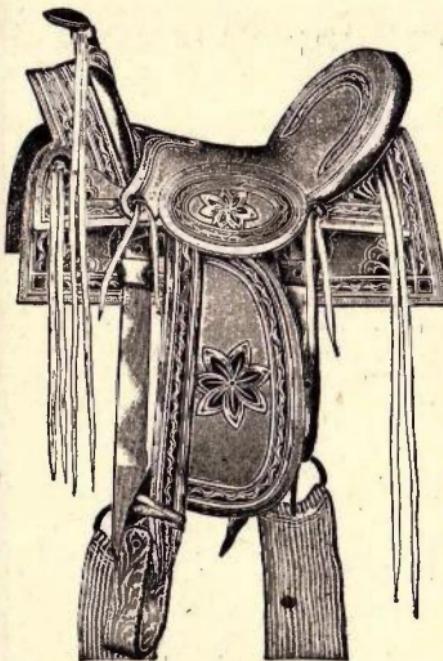
Gear—Extra heavy 10-gauge channel steel (others made from 14-gauge, which is much lighter), enameled to match wheels; V-shaped channel steel braces; improved style reinforcing brace on rear axles, extra large and strong fifth-wheel braces.

IT'S A REAL PLEASURE

to sell an article that we know will give the buyer full and complete satisfaction. When boys' iron wagons, on account of the competition of the manufacturers, got so poor that they would hardly stay together long enough to be shipped, we decided to bring out a strong, well-made, substantial wagon. We have been rewarded for our courage by a large business on these wagons. They cost a little more than the cheap kind, but the difference is very small. Just compare one of these wagons with some of the Cheap John varieties.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



This illustration
shows our

No. 128BP

Black Prince Saddle

Price, \$20.00

Made of Black Hand-Carved Saddle Leather. Improved Steinway tree, with 15-inch seat and steel fork: 23x11½-inch skirts, felt lined. Roll cantle, large roomy seat, double rig, 2-inch stirrup leathers, 7½x14-inch fenders, 1½-inch latigoes, 16 strand white cotton Texas string cinchas, 2-inch ox bow

stirrups, leather covered steel rings, long lace leather strings. This is a fine looking, well made and substantial saddle.

We have saddles at any price to suit your pocketbook. Be sure to inspect our stock before buying.

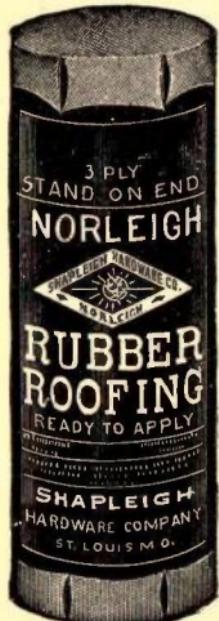
I ONCE OWNED A HORSE

by the name of Black Prince. I guess that's where this saddle got its name. Black Prince was a thoroughbred. He did high school stunts. Like all thoroughbred saddle horses he was raised in the suburbs of Lexington, Ky. I rode him for three months. I had just about made up my mind that he didn't have no peculiarities, when one day as I fox-trotted along a fence, a dog rushed along the inside of that fence. Well, say, that horse started with a twenty-foot jump, and then we did the scenic railway act. It was up hill and down for two miles. Then, when I caught my breath, I remarked gently: "Say, old fellow, you're like the rest of us—you've got your peculiarities, too."

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Rubber Roofing



Absolutely weather proof; resists summer heat without deterioration; absorbs no moisture; is not affected by frost, cold or rain; will not dry out nor oxidize. Is fire resisting, as it not only withstands extreme heat, but live sparks and burning embers will not ignite it.

Norleigh roofing is long fibre wool felt, thoroughly and uniformly saturated, non-volatile bituminous compound, producing a tough and pliable roofing. Does not contain tar and will not taint rainwater. Resists heat without deterioration; does not absorb water; is fire resisting and is not affected by cold.

Norleigh Roofing is a strictly first class high grade roofing and the equal of any roofing on the market.

- No. NR1, 1-ply No. NSR1, 1-ply, Sanded
- No. NR2, 2-ply No. NSR2, 2-ply, Sanded
- No. NR3, 3-ply No. NSR3, 3-ply, Sanded

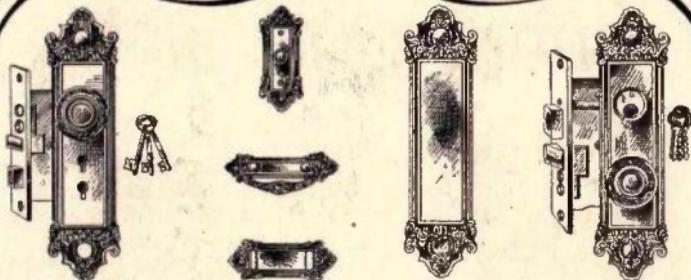
**WE WANT TO FIGURE WITH YOU
ON YOUR ROOFING REQUIREMENTS**

YOU WILL AGREE WITH ME

that the above is some selling talk. I don't write these ads, but I take off my hat to the fellow who does. If I were a retail merchant, I would take some of the dope in these ads and use it in my own advertising. When the man from your daily paper comes around and calls for copy for your ad, why scratch your head and then compromise by telling him to run the same thing another week? Why not refer to **The Gimlet** and use some of this fine flow of advertising language?

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Builders' Hardware

The Dealer whose name appears on the front cover of *The Gimlet* is prepared to furnish estimates on hardware for your new home.

He has samples and prices on the latest things in the Hardware Line. By consulting him before buying you will save time and money, and also be assured that you have the newest patterns and best hardware.

Don't Fail to Give Him a Call

THERE WAS A TIME

when any old knob and lock would "fill the bill," but that time has passed away. With an increase in education, we as a nation have developed taste. We have also become more critical. We are not satisfied with any old thing as in the years that are gone. We realize that we will pass through this vale of tears but once, and while we are passing through it we think we might as well have our money's worth in refinement and harmony. Therefore we are devoting more attention to the selection of the builders' hardware for our homes. Any old thing will not go any more. We want our hardware to be artistic and in keeping with the rest of the house. We realize that the hardware we put on our homes is simply an outward expression of our own inward light.

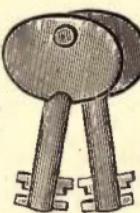
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Showing Brass Side



Two Keys
with
Each Lock



Showing Japanned

W. W. Meaning ("Why Worry") Padlocks

When you lock up the corn crib with a W. W. Padlock, you don't need to worry about it, because it will be safe. Then you don't have to worry and fuss around trying to open it on a snowy or rainy day, because all the inside works are brass plated, which prevents them from rusting. The face, the side next to the weather, is brass; all rivets are brass. The back is black enameled. This combination black and brass feature gives the long life in exposed positions, at the same time keeps the price down. Size 2 inches; self-locking spring shackle; six levers to make it hard to pick.

Each **35c**

We can furnish **10c to \$2.00** if you
padlocks from want them.

I NEVER CARED

for padlocks. Padlocks mean things, and things mean worry. I should always prefer for the other fellow to have the padlocks, do the worrying, and carry the keys. All I want is enough mazuma to provide for refreshments and buy railroad tickets and steamship fares, so that I can travel around and watch the other fellow locking up his possessions and worrying about them. When you have things they own you, and you wear out your life keeping them dusted. Not for me!

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME COFFEE PERCOLATORS



LOW PATTERN
18-ounce Copper

Made in the celebrated Rome factory, where the making of coffee cooking utensils is a specialty.

For lasting qualities and satisfaction during service there is nothing equal to Rome ware—all finely nickel plated and beautifully shaped and finished.



TAPER PATTERN
14-ounce Copper

Retainer Ring—Made of Aluminum which fits tightly into the top of the pot and holds the pump firmly in place.

The coffee receptacle is strongly held by braces inside and outside.

Pumping valve sets on bottom of pot. Bottom is corrugated to give more heating surface.

Aroma Trap—A tube closed at the top conducts the liquid to the spout. This feature effectually prevents the aroma from escaping.

End of spout is wired to prevent jamming.

The heavy base hinge is neatly and firmly soldered to the pot.

"Rome" patent handle fastening, is entirely of metal and is the best handle fastener yet devised.

Made in three sizes, four, six and nine cups \$2.50 up.

I AM GLAD TO READ

about that aroma trap. It would be a shame if any of the aroma got away. This suggestion reminds me of a story I heard when I was a child, of a poor boy who stood outside a restaurant and inhaled the aroma of the good things being cooked inside. He was arrested, and when he was tried the judge decided that the proper punishment for inhaling the aroma was for him to jingle his money in his pocket so that the owner of the restaurant could hear the jingle. As Portia said, "A wise judge! An upright judge!"

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

THE NORLEIGH DIAMOND COFFEE MILL

This is a new idea in Coffee Mill construction. It gives you the desirable air-tight glass construction and eliminates an expensive replacement if the glass becomes broken.

The feature of this mill is the coffee container and the coffee receiver. The container is a Mason jar which screws into the hopper as shown.

This makes a perfectly air-tight and dust-proof container. The receiver is a jelly glass. The grinder is strictly first class and will be found extremely satisfactory by the user.

If either jar or glass becomes broken, simply take any Mason jar or jelly glass you have and replace the broken ones with them.

The small cut at the left shows the entire mill reversed. To put in coffee, unscrew the jar, fill it, screw back in place and turn mill to its original position.

No. ND—Coffee Mill, complete with quart Mason jar and jelly glass.....

\$1.00

THIS COFFEE MILL

appeals to me because if you happen to have a little fracas at home, and the furniture is more or less damaged, you can always make repairs by using a Mason jar and a jelly glass. But what I have been looking for all these years, is a combination coffee mill and meat cutter. Why should not coffee be ground with a special grinder in a Diamond Edge meat cutter? It strikes me the principle is exactly the same, only a cutting edge is used in one case, while a grinding surface is used in the other. Now, Mr. Hardware Expert, get busy and work out this idea and make a fortune from my suggestion.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

No. 22—NORLEIGH DIAMOND
WASHING MACHINE

This is the Newest and Best Washing Machine Made. It is a High-Speed Machine and is Guaranteed against Defects in Material or Workmanship for Five Years.



Can be operated with either hand or foot, standing or sitting. The double lever, with walking beam connection, not only equalizes the power but gives greater speed than on any other high-speed machine.

Is ball bearing throughout. The balance wheel is very heavy and does its functions perfectly.

All castings are extra strong and finished with an electro galvanized finish that will not come off.

The tub is made of best quality southern cypress, the best material for tub construction, finished in the natural.

All gears are underneath the tub, out of the way, where they will not catch the clothes.

If you are looking for a fast, easy running and durable machine, this is the one to buy \$15.00 Each...

We can furnish Washing Machines from \$2.75 up.

HOW ONE THING LEADS TO ANOTHER!

I was just about to become interested in a new and very expensive washboard when I thought I would ask a certain expert hardware man what he thought about washboards. Sez he, "The sale of washing machines is increasing so rapidly in the Northern States, that it is hurting the sale of washboards, and in the Southern States, where there is negro labor, they buy only the cheapest kinds of washboards." It is really curious what a difference there is in the household goods used in the North and in the South. In the South the colored lady does the work and as she is somewhat careless, she is only supplied with the cheapest of utensils. In the North the white ladies do their own work, and their loving husbands show their devotion by supplying them with the most up-to-date washing machines. Where would you rather live—in the South or in the North? M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Lawn Tennis

We carry a complete line of Lawn Tennis Goods—everything necessary to play the game.

Our Diamond Brand Line has become the favorite with tennis players because of its high grade quality. Every article in the line is the best obtainable at its price.

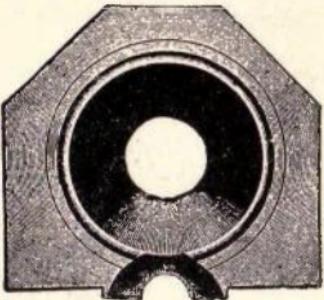
We also have a large line of Tents, Cots, Vacuum Bottles—in fact everything in the way of Outdoors Camping Outfits. Let us fit you out so you can enjoy your vacation in comfort.

OVER IN FRANCE

great statesmen are encouraging the French people to play outdoor games. Lawn tennis and golf are both becoming popular. This is especially true of lawn tennis. Now, the reason the French statesmen have encouraged these games is because they say that the standard of the morals of the nation will be improved as a result of athletic sports. This is interesting. As a rule, the athlete is more moral than the man who drinks, smokes and reads, but plays no games. The United States has become an athletic nation. We are winning most of the prizes in athletic events, even winning the last international polo match.

M. K.

Sectional cut (actual size), showing rear end of barrel and extra heavy, double thick nitro powder hexagonal breech, tapering of barrel from breech to muzzle. Used only on King Nitro guns.



King Nitro Single Gun

Barrel—Made of a specially selected grade Tobalkan steel, blued; genuine reinforced sleeve breech; hexagonal shape at breech, tapering gracefully to a round at the muzzle; full choke bored; top of barrel matted entire length from breech to muzzle; guaranteed for Nitro Powder.

Stock and Fore-end—Genuine Walnut; close hard grain; hand rubbed and finished; plain, half pistol grip, not checkered; hard rubber butt plate.

Frame—Highest quality drop forged steel; extra heavy; flat pattern, making the barrel and frame flush, giving additional strength and rigidity.

MADE IN 12 AND 16-GAUGE.

This is the strongest and most substantial single gun made. Designed especially for heavy charges of Nitro Powder.

WRITING ABOUT GUNS

reminds me of birds. If you wish to get fully posted on birds in the United States write for the bird number of the National Geographic Magazine, Washington, D. C. Fifty American birds are illustrated in colors and fully described. This issue tells all about their habits and their food. It is a most interesting number and every farmer should have it. When you write just ask for a sample copy of the bird number, and refer them to Mike Kinney. By the way, let me repeat what I have written in 'The Gimlet' before, that you cannot invest \$2.00 to better advantage than in subscribing to the National Geographic Magazine. It will be necessary to become a member of the society, but \$2.00 is all it costs. There is nothing in this for me. I am just passing along a good thing.

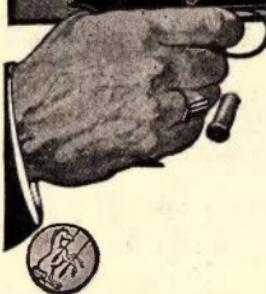
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

**EIGHT SHOTS
IN $1\frac{3}{5}$ SECONDS**



**COLT
AUTOMATIC PISTOL
IN ACTION**



Shoots as fast as you can pull the trigger. Is the most accurate and deadly weapon known.

The Colt Automatic has made a back number out of all other styles of Pistols, because of its compactness, lightness, speed of firing, accuracy and killing power. When you sight and pull the trigger of a Colt Automatic, you know for a certainty that the bullet goes just where you point the Pistol, and that it reaches the object with incredible swiftness and irresistible power. Then, you can shoot every cartridge it contains quicker than you can think. When it comes time to use a Pistol you require speed, you require accuracy and you require killing power. In no other Pistol will you find all these essentials combined as perfectly as in a Colt Automatic—made in 25, 32, 38, 380 and 45 calibers.

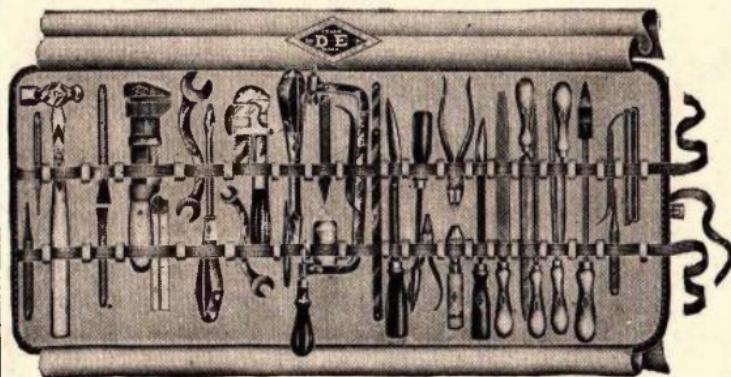
**No. 2252AA—25 caliber, 6 shots, 2 inch barrel. \$15.00
Length over all, 4 $\frac{1}{2}$ inches.....**

THIS LITTLE PISTOL

was patented by Mr. Browning of Browning Brothers, Ogden, Utah. He is an inventor and is also in the sporting goods business. I have often sold his concern goods. The idea was a simple one. Why not use all the power in the recoil of a cartridge to throw out the shell and put another cartridge in place, and also to pull the trigger? That was all. He just utilized the waste power of the old-fashioned recoil—so now we have the automatic.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Diamond Edge Automobile Tool Kits

The Diamond Edge line of tool kits has been especially selected by an expert mechanician who is thoroughly familiar with the various tools usually required about a car. Every tool in this kit is of Diamond Edge quality and is thoroughly guaranteed. Any tool that is not so found will be cheerfully replaced with a new one.

The illustration shows our No. DE 65 Kit.
Price.....\$15.00

We are also in position to furnish lower priced kits—in fact, all kinds of tools that are required for working around the automobile.

SOME MEN JUST LOVE TO POTTER.

This kit of tools is enough to make such a man's mouth water. Just think, he could rig up a shop in the basement or out in the garage and make things or fix things to his heart's content. Some men are natural born mechanics, and they are never happier than when they are at work on their automobiles. I once took a trip with a man and he just loved to lie in the road under his machine and fix it. Queer taste some people have! M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



NORLEIGH DIAMOND
GUARANTEED
FOR ONE YEAR

Norleigh Diamond Auto Springs

WHEN you break your Auto Spring come to us for a new one—we can furnish Springs for any make or model Automobile and can sell them to you for less money than you can get them from the factory that made your Car. All Norleigh Diamond Springs are made of Special Spring Steel and are guaranteed against sagging or breaking for one year.

We carry a full line of Automobile Accessories: Tires, Inner Tubes, Patches, Reliners, Tire Chains, Horns, Lamps, Carbide, Spark Plugs, Tool Boxes, Bumpers, Windshields, Greases, Oils—in fact, everything you will require to keep your machine in repair and up-to-date. We want your business.

We have the best goods. Our prices are right.

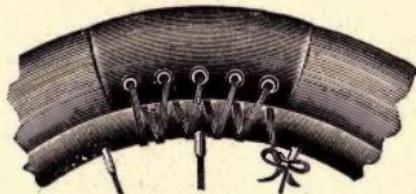
THE TIME IS HERE

that whenever an automobilist gets into trouble, he immediately goes to the nearest hardware store for help. Hardware men are naturally mechanical. This comes from their dealing in tools. Many mechanics develop into hardware men. If you happen to break your spring on your next joy ride, bump along to the nearest hardware store and see if they can't fix you up with one of these new Norleigh-Diamond auto springs. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

AUTO BOOTS AND PATCHES

We can furnish you with anything you need for your automobile. Our prices will be found very reasonable. Come to see us when you need anything in this line. Here are a few things you possibly need:



This is a high grade rubber boot, made in all sizes.

No. 60TB—For 3½ and 4-inch tires..... \$1.00



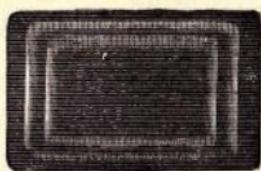
INSIDE PATCH

To Protect Blow-outs

Made of heavy fabric vulcanized together in a shape to fit the inside of casing; has ample strength to protect the tube in case of blow-out or a weak spot developing in the casing.

No. 75BP—For 3½ and 4-inch tires..... 60c

We also have cheaper Patches.



INSIDE PATCH

With Cement so will Adhere to Casing

Made of four plies of heavy duck. This is a strong, well-made emergency patch that should be in every tool box.

No. 35BP—For 3½ and 4-inch tires..... 50c

Furnished in all sizes.

We want to demonstrate to you that we can save you money on Auto Supplies. GIVE US A CHANCE.

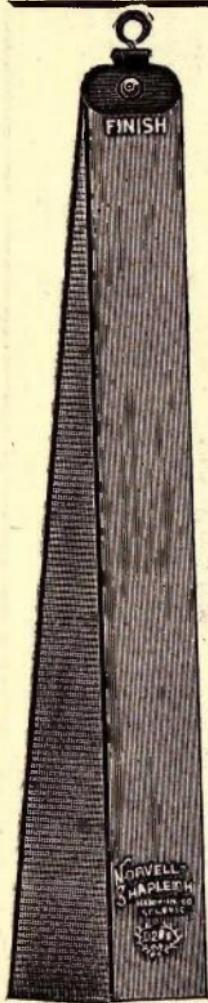
TO-DAY AT LUNCH

there was an interesting discussion at our table. It pertained to all of our law makers. Said one man, "Notwithstanding all the upheavals in this country caused by our law makers, we would not to-day be one foot in advance of twenty-five years ago, were it not for discoveries such as the telephone, the automobile, the moving picture, the electric car, etc., etc." Said he, "If all these improvements were eliminated we would land back just where we were a quarter of a century ago, notwithstanding all the hot air that has been worked off in Washington." Now, I wonder if this is true. Haven't we as a nation made any advances except in physical and material things?

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE Razor Strops

We have made an especial study of Razor Strops because we know more good Razors are ruined on inferior Strops than from any other one cause. We never permit the trade mark "Diamond Edge" to be put on a Razor Strop unless it has passed our inspection and is absolutely free from hard spots and imperfections. Diamond Edge Strops are made of the finest quality selected smooth surface leather. Every Strop has a natural leather surface, consequently they possess the necessary draw and pull that is required to sharpen a razor quickly. Paint or paste is never used to give them a better appearance.

No. D280—Illustrated herewith is a Double Swing Strop. The sharpening side is made of genuine black weave grain horsehide. The finishing side is also genuine horsehide. Has a large gun metal swivel clasp. The ends are perfectly plain. This style Strop is in big demand by the barber fraternity. In fact it is one of our most popular Strops **\$1.25**

We can furnish strops from 15 cents to \$3.00—depending entirely upon what you want to pay—but for a first class strop at a reasonable price we recommend the one illustrated above.

IT'S A STRANGE FACT

that many men are willing to invest a liberal sum in a good razor, but are "near" when it comes to buying a strop. You might as well buy a poor razor in the first place as to attempt to get satisfaction out of a good razor with the use of a poor strop. You can't work the combination right without both a good razor and a good strop. I know, because I have had experience both ways. There are some merchants, too, who won't let their customers buy a good strop simply because they don't carry them in stock. What do you really think of a man who claims to be a first class hardware merchant, who carries razors that retail as high as \$3.00 each, but who hasn't a strop worth more than 50 cents? It is to smile!

M. K.

Good Morning Alarm Clocks



THE Good Morning is a great little alarm clock that rings on time, runs on time and stays on time. It is compact, neat, easy to set and easy to wind. Has clear open dial with plain figures; equipped with stop attachment. Fully guaranteed.

Each, \$1.00

We can also furnish Clocks of all kinds, Watches, etc.

I HARDLY KNOW

of anything in the entire line of hardware that has been improved as much in the past five years as alarm clocks. Every little detail in connection with a clock has been given attention. The numerals are large. Not only are the clocks themselves finished carefully in every detail, but they are now being put up in attractive boxes. Alarm clocks have been widely advertised in recent years and this advertising has led to a great increase in their sale. If merchants wish to advertise by having their names placed on the dials of alarm clocks we are prepared, for certain quantities, to take their orders.

M. K.

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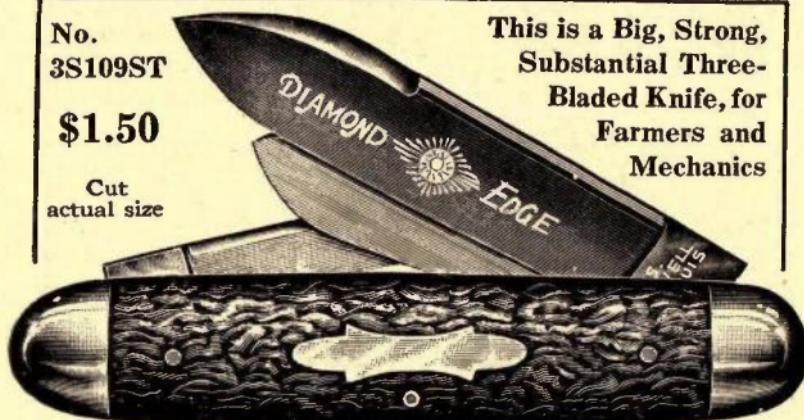
The Gimlet

No.
3S109ST

\$1.50

Cut
actual size

This is a Big, Strong,
Substantial Three-
Bladed Knife, for
Farmers and
Mechanics



DIAMOND EDGE POCKET KNIVES

The actual size illustration above shows one of our best selling and most popular pattern knives. It has been made especially for heavy work. The big blade is spear pattern; the heavy speyng blade and the substantial pen blade are made in keeping with the rugged character of the knife. It is brass-lined throughout; has German silver bolsters and shield.

The blades are forged from the finest Thos. Firth & Sons English steel. They are carefully hardened, perfectly tempered, finely finished, and come sharpened, ready for use. Every knife branded Diamond Edge, no matter what the price, is fully warranted.

Come in and inspect our Cutlery stock— 5c to \$10

DON'T WORRY ABOUT THE TARIFF.

There will probably be a reduction, but if there is, the chances are the English workmen will ask for a raise in salary at the same time, and one will offset the other. I am told on good authority that the cutlery labor unions in England and Germany have it stipulated in their contracts that when the American tariff on cutlery goes down, their salaries will be advanced. Now, if this is true, let's figure out how much the price of pocket knives will be reduced to the consumer when the new low tariff goes into effect. The reduction may amount to as much as five cents per knife. Maybe not that much. In the meantime, if I were you and needed a pocket knife, I don't think I would wait for the change in the tariff before buying it.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



The Gimlet



NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELATIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

Vol. VI

JULY, 1913

No. 6

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NEW YORK

AN ESSAY

By MIKE KINNEY, Teamster and Editor

IHAVE been endeavoring to make *The Gimlet* educational. While trying to gather up for myself a little loose knowledge about things in general, I have been attempting at the same time to pass on this knowledge to the weak-minded readers of this unrivaled international publication.

I am interested in people. I have always agreed with the old saying that the best study for mankind is man.

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For this reason the most interesting thing to me in this country is New York City. There are more people there than in any other one spot on this continent. There are more different kinds of people. There are more different nationalities. There are greater degrees in the wealth of the people. In New York live the richest and the poorest people on this side of the world. New York is probably the best and the worst city on this hemisphere. Those who are fond of sauntering and leisurely observing the rushing current of human affairs, in New York have the opportunity of seeing the greatest extremes. Of course New York is vulgar—in its ostentation it is the most vulgar city on earth. But who can study its architecture, its art galleries, its churches, its clubs, its libraries, its public buildings, without coming to the conclusion that New York stands as a high example of the pride of citizenship and of civic development? When a man goes to New York with money in his pocket he is swallowed up in the maelstrom of this vast city. In this modern Babylon a man with money can buy almost anything the soul could desire. You can judge of your own character and ideals by the things for which you spend your money in New York.

In this issue of *The Gimlet* I have gathered together a number of pictures and some matter about *physical* New York. By "physical" I mean the New York of buildings, streets, tunnels, bridges and subways. In a future number I will write not about physical New York, but about the mental and intellectual side of this great city. I mean I will write not of the things of brick and of stone, but of those other impalpable things of the mind. A city is just like a man. It is composed of two entirely different and warring elements—one is the flesh and blood and the other

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FIFTH AVENUE—NEW YORK

"DIAMOND EDGE IS A QUALITY PLEDGE"

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is the soul. In this article I write about the blood and bones of New York. In some future *Gimlet* I will write on the soul of New York.

Say, Maud, pass me a glass of fer-mil-lac. I want to live to be one hundred years old, and these flights of oratory about the souls of cities burn out the system.

I never did like statistics. When I go to a new city I just like to rubber-neck around, gathering in effects. One afternoon I saw the Parliament Buildings of London in a fog. I had with me a most charming companion. She was all looks. She had as much imagination as a cow chewing her cud in a pasture. As I leaned against the damp stone balustrade of a bridge over the Thames and allowed the scene to be photographed on the plates of my memory, as tow boats came out of the fog and disappeared under the arches of the bridge, as 'busses loomed up suddenly and vanished into space, my companion pulled me by the coat sleeve and remarked, "There are twenty-six lamps on this bridge. I have just counted them."

Now, dearest, that is just the way I feel when it comes to statistics of a great city. When I leave a place I don't care to know exactly how many people make up its population. I don't want to know the annual earnings of its street car systems. I don't care a barbee to know how many tons of freight are received and shipped every year. Of course these things are sometimes forced upon me because it is necessary for an all-'round educated man like myself to know them. But personally, just between us, I want to confess to you that when I really enjoy myself after all these years in practical business, it is just as I enjoyed myself when I was a child.

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You know little children take things for granted. The world and things are just because they are. Everything in the world belongs to them and they don't ask any whys or wherefores. When a child sees a regiment of men marching down Fifth Avenue, with streaming flags, and playing drums and bugles, the joy of the child in the sight is without alloy. To the child it is just a moving picture. But if we are not careful we older people will begin to figure just how many men there are in the regiment, how many sacks of potatoes and how many pounds of meat a regiment of soldiers eat every day. We will miss the impressiveness of the old white-haired general on his fiery steed because we will notice that his horse shows indications of corns on the starboard front foot.

The study of detail of course has its place in our education, but when any of us lose the childlike ability to grasp general effects, then we have lost something of exceeding great value. It is said that all literature is a confession. Therefore, in this article I must confess that I have spent hours and days wandering in and about New York in a sort of rubber-neck dream. I have stood at right angles across the street and looked at the Woolworth Building. This building to me is something beautiful. It reminded me of the lace workers in Brussels. I thought of Woolworth and of all his ten-cent stores, and of all the little five and ten-cent transactions that had led to the erection of this building. I thought of the decline in the price of Woolworth stock soon after it was listed on the New York Stock Exchange. I thought of Woolworth attaining the ambition of a lifetime by having his name perpetuated in such a building. And then I thought

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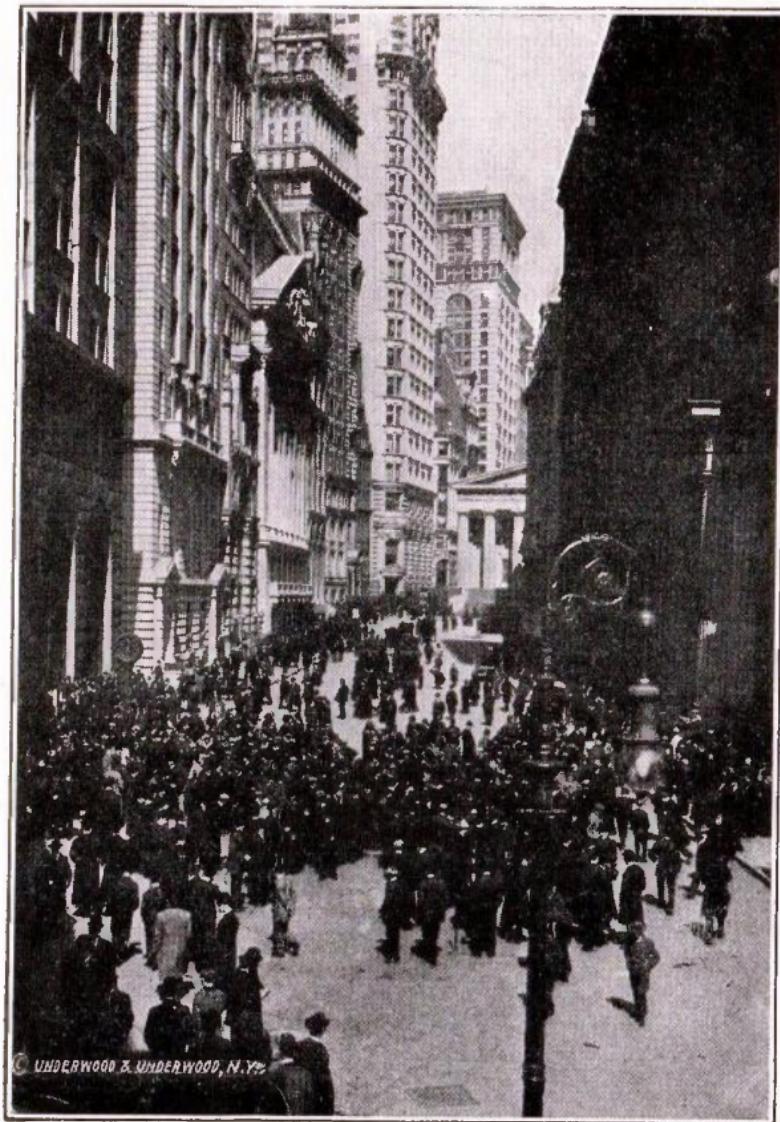
The Gimlet

of a rumor I had heard that Woolworth was a sick man and was doing his best to hang on to life.

But far and beyond these immaterial thoughts was the peculiar impression of strength and dignity that came to me from this remarkable building. Now the curious thing is that I can, in a way, write and convey to you my poorer and lesser thoughts, but for some reason I haven't the ability to give you these broader, deeper and childlike impressions. When I attempt to write of these feelings it is just as if a veil hung over my mind. I guess I am not yet developed up to a point where I can express these picturesque impressions I receive of cities. I am too close to the artificial life. I can't forget when meal-time comes. As a Mormon elder once said to me, after making an earnest and conscientious effort to convert me to that faith, "I have given you up. The Archangel Gabriel appeared to me in a dream and said it was no use, that your heart was too much set upon the fleshpots of this world." I guess the archangel had the situation sized up about right. I have always been very worldly, and for this reason when I attempt flights into the realms of pure imagination something goes wrong with my propeller, and my intellectual aeroplane misses fire, sputters, jerks, and I make for the nearest landing place on solid earth.

Nevertheless, if I had the ability to write about New York as I really see the city, it would not be in statistics

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CURB BROKERS—BROAD STREET STOCK EXCHANGE

The Gimlet

and in figures. I have an idea that I would write about the city as a cubist paints, and I am sure if I wrote that way I would lose my job as editor of *The Gimlet*.

So, brothers and sisters, in the hope of removing these veils that hang in the way of my seeing my own dreams more clearly, I am going to take a little journey out of my present world into another and an entirely different world. I am weary of adding two and two, knowing in advance there is no doubt that the result will be four. I feel that I have another self, and I have only been able to get glimpses of this other self from time to time. These glimpses never come when I am buying and selling or enjoying the fleshpots of Egypt. So I will quit the temple of the money changers. I have closed up my affairs just as if it were the final finish. In a few days after writing this article, with just as few things as possible, I will take my departure into this new existence and, like Japhet, I will search not for my father, but for this other elusive self that I have almost lost while polishing and handling the aforesaid fleshpots.

I will cross the ocean and visit many other lands. I will not seek statistics, but on the shores of the Mediterranean, where the Roman emperors had their villas, I will sit under the olive trees and let the sea and the clouds and the breezes bring me their messages. It was to Capri that Tiberius came from Rome during the warm summer months. It is generally believed that the expression, "*To make Rome howl*," was coined at a time when Tiberius was taking his vacation at Capri. Capri is near Naples. Mount Etna is not far away. From Capri I will make little journeys by steamer to the

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Blue Grotto. And it is only a little farther on to Taormina, in Sicily, said to be the most beautiful spot in all the world. It was here in Taormina that the Greeks built one of their open-air theaters with Mount Etna in the background, just over the stage.

I wonder if the weak-minded readers of *The Gimlet* will care at a later date to read my letters written from Capri. I am sure some of them will—probably a small minority. Others will write, "*What t'ell do we care about Tiberius? Give us the base ball score.*" But nevertheless and notwithstanding, when you read these lines I will be on the ocean, bound for Italy. I will pause for a few days in dear old Paris. Then if the weather is warm I may cool off near the snow-capped peak of Mt. Blanc. But as the leaves turn and a bite gets into the fall winds I will wander down through the Italian lakes, to Florence and Venice, then to Rome, Pompeii, Sorrento, and finally to rest and think it all over in the villa of Elihu Vedder at Capri. By the way, if you haven't read Elihu Vedder's "Digressions," be sure to order it.

Now, Madeleine, on this trip I don't intend to make an effort to do anything. I will travel with an open mind. I will be in a receptive mental attitude. If any thoughts come to me they will be welcome. If, however, my think tank goes on a strike then—"I should worry." I am tired of trying to please other people. I am weary of attempting to live up to the expectations of my neighbors. I am on a strike. A bas my neighbors! A bas ambition! A bas relatives! A bas business and money making! I am off in search of my other self—the self that lives in dreams and in poetry and that does not give a continental damn for statistics. There, now!

What has all this got to do with New York? Nothing at all. This is just the beginning of

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the strike, and I might as well start here as anywhere else. It was my duty to write this article about New York, and right here in this article I serve notice that henceforth and forever I quit doing my duty. I am on a strike against duty, too. Almost every time I have tried to do my duty I have got in bad. The trouble with duty is that *somebody else* is always telling us what our duty is, and no one's individual standards ever exactly fit the standards of any other individual. I have achieved freedom, and I am wondering just what adventures will come to me on this mental strike.

If you care to write me while I am abroad, and if you wish to take a chance on receiving some postal cards from a teamster who is on a strike over in Europe, address me at the same old place—care Monroe & Co., No. 7 Rue Scribe, Paris, France. Monroe & Co. are very nice and polite people. The clerk smiles whenever I come up to the mail desk. He bows and says, "*Bon jour, Monsieur Meek Kinnee.*" And when I am in hard luck he remarks, "*No mail, to-day, sir.*"

On this strike I will have all the time there is while it lasts, so if you or any of the children in your family would like to have a foreign postal card, just write me and I will answer. This is the third year in succession that I have made this offer, and I have "made good" every time in answering every postal I have received. At the time of the coronation of George V. in London, in 1911, I received 12,186 postal cards and I answered every one of them. But, belovedest, be sure to put foreign postage (5 cents) on your card. I am willing to buy the stamps for and supply my own postal cards in writing to you, but I object to paying the extra postage you are short on yours. This is just one of my little peculiarities.

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WALL STREET AND OLD TRINITY CHURCH

"DIAMOND EDGE IS A QUALITY PLEDGE"

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As the circulation of *The Gimlet* is now 200,000 as against 50,000 at the time I went to the coronation in England, I am wondering what the polite clerk at Munroe & Co. in Paris will remark when the trans-Atlantic steamers start bringing over the greetings from the weak-minded to the boss teamster who is hunting for his other self in Europe.

By the way, the last time I was abroad I had a most interesting correspondence with a typewritist in Pittsburgh. I never knew her real name, and I sent my letters to her, care of general delivery. Her letters were full of the most delicious humor. She could make her fortune as a writer. Possibly she may be some literary light who was corresponding with me incog. I don't know. I have never met her. When I returned to this country her letters ceased. To this unknown correspondent I send greetings and vibrations of good will. Now that I am again going on a strike will she pick up the thread of our correspondence? I would enjoy telling her all the gossip I learn about Tiberius and Nero at Capri.

Yes, New York is a great city. It is notable mainly from the fact that I have sailed from and arrived there on my various European strikes. This time I will sail on S. S. La Provence (the French line), from the pier at the foot of West Fifteenth Street. So, darlingest, if you write me upon receipt of this *Gimlet*, do not expect to receive an answer for fully thirty days. Of course I should have given you this notice in advance so you could have sent me flowers to the steamer, or telegrams, or boxes of cigars, or

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cold storage eggs, or ancient cabbages. But, you see, I am considerate; I do not put you to this trouble. I only advise you of my departure after I have departed.

This is one of my many eccentricities. I never like to say good-bye. When I leave I just become absent. There is left behind a great or small vacuum, according to the affection you bear me. Farewells are foolish or tragic, and in any event they are always painful. Love is wireless. There is no distance so far, no mountain so high nor ocean so deep that the vibrations of love cannot find one out.

Mike Kinney

Teamster and Editor.



GENERAL VIEW OF MANHATTAN
Showing the tall buildings

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NEW YORK—A WORLD WONDER

NEW YORK is not only wonderful to the "rube." It is a city that will astonish all thinking men. To accept without a thrill its manifold material wonders, its topless buildings and dizzy bridges and four-tracked subways, is to confess lack of imagination.

On Manhattan Island there may be said to be three material cities. One is on the ground and a reasonable distance above it. The other is under the ground. And the third is, on dark days, literally lost in the clouds.

In New York every inch of available space is utilized. Like a young giant growing fearfully fast, New York has ever cried for room. In some instances land has sold for more than eleven and one-half million dollars an acre.

Thus it is that it has taken a great cut off of Long Island and has leaped the Hudson River spreading over acres upon acres of New Jersey. Thus it is that it has tunneled down into the bowels of the earth and has shot upward into the clouds.

The population of the city of New York—Manhattan, Staten Island, Brooklyn and Queensboro—grows so fast that no census can accurately number it. Between the time when the census returns are taken and the time when they are published enough people are added to the population of New York to people a Geneva or a Nice or many of the famous cities of the Old and New World. The population of New York to-day is very nearly equal to the population of all the rest of the State. To New York flock people of all races, from all points of the compass.

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Below the earth's surface five and six stories run the cellars and subcellars of the great skyscrapers. Below the ground in the terminals of the tunnel systems are banks and bar rooms, soda fountains and barber shops and dry goods stores and executive offices. Throughout the length and breadth of the city have been hollowed the rapid transit tunnel systems, burrowing hither and thither, the great underground avenues by which the busy city contrives to get from one place to another, and get there, at times, as fast as forty miles an hour. Down under the Hudson River sink some of these tunnels, beneath the East River run others, and below the Harlem River still more. And of all these tunnels through which every day are rushed a million people—the subway is probably the most conspicuous.

It cost more than one million dollars a mile to build, which is fifty times as much as an ordinary railway costs. The motive power is electricity by the third rail system. It is operated by the Interborough Rapid Transit Company and was opened to the public on October 27, 1904, expecting to carry four hundred thousand people a day. But on March 31, 1913, the company sold 1,343,515 tickets. If these tickets had been stretched in a string as, by the way, they are manufactured, they would have made a ticket chain of more than ten miles. The gross revenues of the operating company for 1912 were \$31,246,392, and the profit amounted to \$8,531,260.

And the subway is not like the other tunnels that the world has seen, damp and dark and

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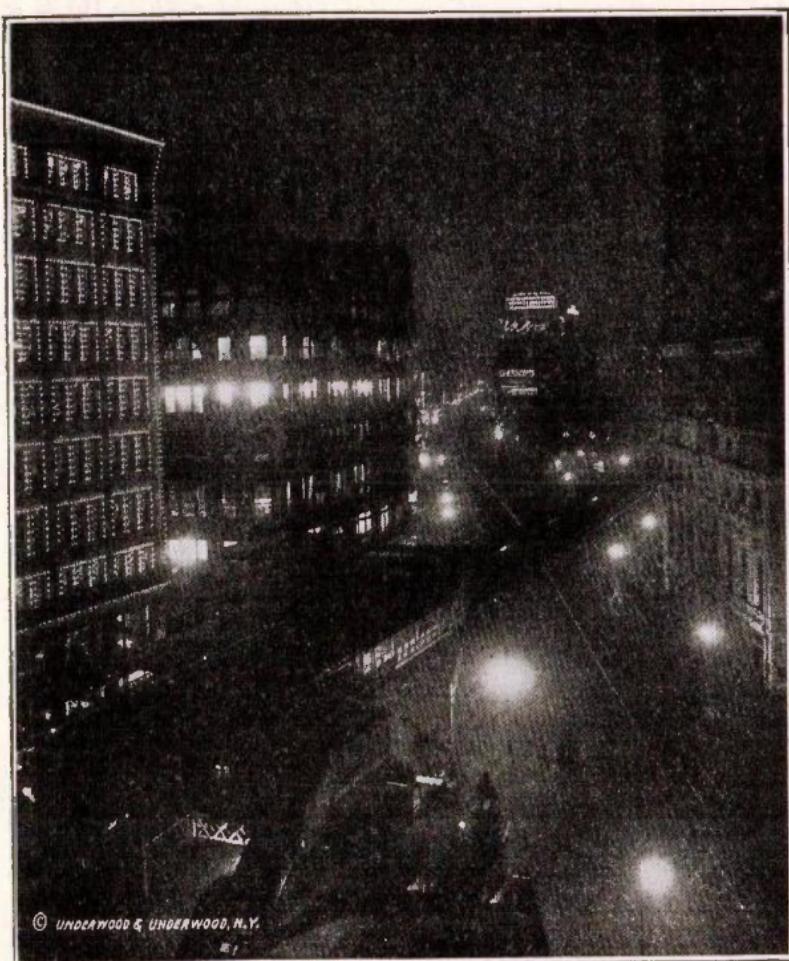
ugly. It is wide, well lighted and ventilated, an arcade rather than a tunnel, with handsome convenient stations and a marvelously complete system of signals to avoid accidents. It has eighty-five miles of tracks in its system over which two thousand one hundred trains run daily, the locals at an average speed, including stops, of fifteen miles an hour, and the express trains at an average speed of twenty-five miles an hour.

It is broad enough for four tracks, the express stops being about every thirty blocks outside of the business district. At these stations passengers pass from the local to the express stops tracks either under or over the tracks. There are altogether sixty-two stations in the system and for a nickel a person can ride seventeen miles in one direction. Otherwise you can ride back and forth all day if you do not emerge into the daylight.

And the future developments of this system will be as wonderful as the past. The two great transportation companies of New York, the Interborough Rapid Transit Company and the Brooklyn Rapid Transit Company, having recently closed contracts with the city whereby their tunnels will make a regular underground network entirely irrespective of rivers or rocks or the subcellars of great buildings that run four or five floors below the surface of the ground. And when this dual system of rapid transit for New York is built and placed in operation Greater New York can boast of interurban transportation facilities second to none of those of any city in the world. The mileage now operated by the Interborough Rapid Transit Company and the Brooklyn Rapid Transit Company totals 296 miles. When the new subways are built and the elevated lines of both companies are extended and third tracked the mileage will be in-

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THE GREAT WHITE WAY

Broadway at night, looking north from 32d Street
Sixth Avenue "L" crossing at 34th Street

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creased to a grand total for the dual system of 629.7 miles.

Some of the subway work for both companies is now under construction. It is hoped to have all the new subways completed and in operation by January 1, 1917, while much of the third tracking and some of the elevated extensions can be finished and in operation inside of eighteen months.

That portion of the dual subway system allotted to the Interborough Rapid Transit Company is the logical extension of the present city-owned subway. In a word, the new work will complete the so-called letter H, making it possible to travel up and down on either side of Manhattan Island, and into the Bronx and over new lines into Queens and further into Brooklyn for a single five-cent fare.

The subway tunnel is the longest railroad tunnel in the world. Its construction was one of the great engineering enterprises of the twentieth century. The figures of the excavation and the construction are prodigious. There were 3,212,000 cubic yards of material to be taken out—1,900,000 of earth and 1,312,000 of rock. The construction called for 65,000 tons of steel, 8,000 tons of cast iron, 551,000 cubic yards of concrete, 910,000 square yards of waterproofing for making the subway absolutely dry.

The Pennsylvania Railroad also enters New York through a series of tunnels from New Jersey, passing beneath the Hudson River, Manhattan Island and the East River to Long Island, connecting with the Long Island Railroad. The bed of the Hudson consists of soft

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mud and clay, of an oozy consistency to a great depth, and unsuited to tunnel work. An entirely new principle, therefore, was adopted. Stone piers were built resting upon the solid rock beneath the river bed. The piers support a bridge inclosed in an 18-foot water-tight steel tube; and carry the railroad track within the tube. The bed of the tracks in mid-stream is 100 feet below the river bed. There are six of the tubes; they enter Manhattan in pairs, at Thirty-first, Thirty-second and Thirty-third Streets, and the tunnel extensions to the East River cross the city under the lines of these streets. Electric locomotives are used.

The terminal station is gigantic in dimensions. It occupies a plot 1,500 feet in length by 520 in width; covering the four blocks bounded by Thirty-first and Thirty-third Streets, and Seventh and Ninth Avenues—a site acquired for the purpose at a cost of \$8,000,000. There are twenty-five tracks and more than two miles of platforms. A bridge extends over the tracks from Thirty-first to Thirty-third Streets, with stairways leading down to the tracks. The work of construction took three years; the cost, including terminals, approximating \$50,000,000.

Closely connected with these great tunnels is the new Grand Central Terminal of the New York Central Lines, at Forty-second Street and Park Avenue, which takes its place with the great buildings of the world. In the construction of this monumental gateway, whose portals open upon the broad highways of travel that traverse throughout three-fourths of the American continent, the idea has been to combine beauty and magnitude with convenience and serviceability, so that the thousands of travelers from all parts of the country who each day enter the city, strangers in a strange land, may go about the terminal

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with as little confusion as in passing from one room to another in their own homes.

To rebuild a station under traffic, change the entire plant so that not a vestige of the old remained, keep 800 trains running, and handle from 75,000 to 125,000 passengers a day was a proposition alive with engineering and operating problems. As each new track, or group of tracks, was finished, a corresponding number of old ones was abandoned and traffic went on without interruption.

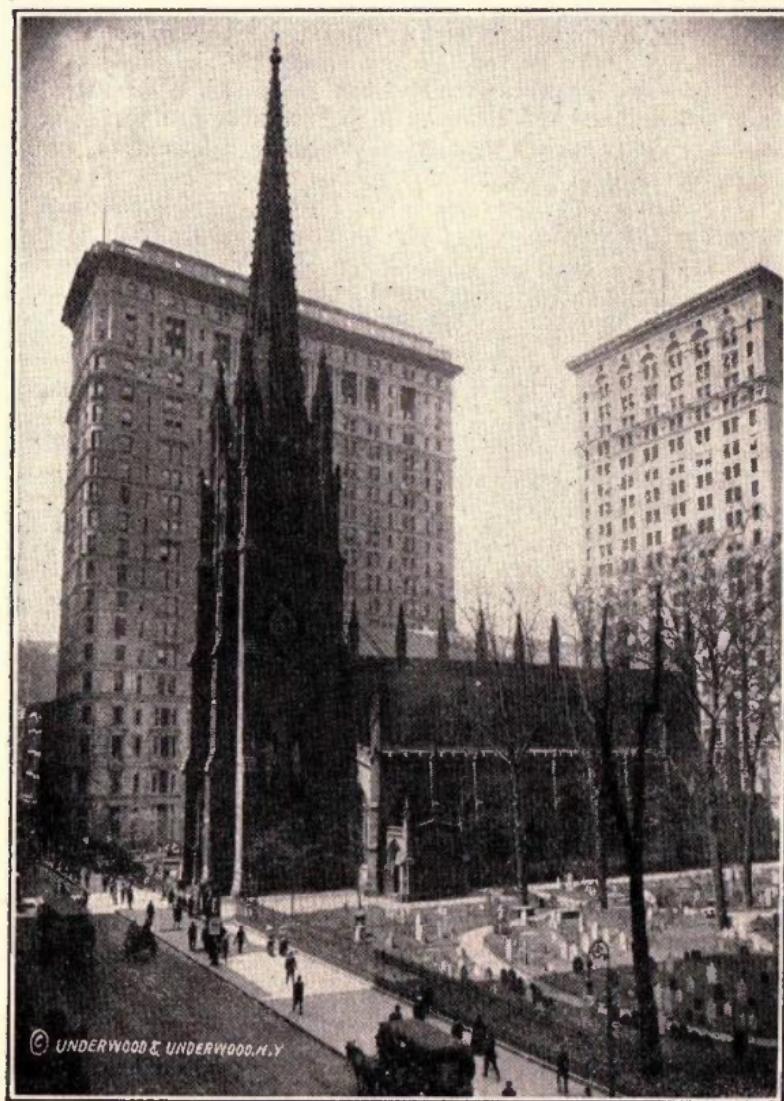
An excellent illustration of how New York is a city of many surfaces may be seen at Thirty-fourth Street and Park Avenue, where is one of the most remarkable street intersection corners in the world. On the surface run the Thirty-fourth Street cars. One flight down are the Madison Avenue cars; two flights down the Rapid Transit Subway; and three flights down the Pennsylvania Railroad Tunnel.

In the New York above the clouds rules a new king. In the last few months in this steel kingdom located in the air the Metropolitan Tower has been deposed. The Woolworth Building was built 80 feet higher. The view from the top of the Woolworth Tower is without question the most remarkable, if not the most wonderful, in the world. The scenic and color effects, with the sun shining on the multi-colored buildings and on the water and land for thirty-five or forty miles in all directions, is a picture impossible of adequate description.

Looking down on the thousands of great buildings, the the wonderful bridges that span the East River, the beau-

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TRINITY CHURCH AND GRAVEYARD
Located among the skyscrapers

The Gimlet

tiful parks, the great steamers berthed at the piers along the rivers, one realizes the grandeur and vastness of the metropolis. The serried peaks, made by the giant buildings, towers, church steeples, all seem to contend with each other for the distinction of "highest and greatest." But above them all rises the Woolworth Building, calm and unassailable. A comparison of the three great towers of New York is interesting as showing the remarkable progress made year by year in the development of the skyscraper.

	Woolworth Building	Singer Building	Metropolitan Tower
Height, Feet.....	780	612	700
Number of Stories..	55	46	50
Total Weight, Lbs..	206,000,000	165,160,000	170,000,000
Floor Area, Acres...	40	11	25
Number Electric			
Lights.....	80,000	14,500	30,000
Miles of Plumbing.	43	19	13
Number of Elevators	28	16	38
Combined Height of Elevator, Shafts			
Miles.....	2	3/4	1 1/2

Some idea of what was required of the architect may be had from the statement that 24,000 tons of steel were used in the construction of the Woolworth Building—enough steel to build the Third Avenue Elevated Railroad structure from the City Hall north to the Harlem River at One Hundred and Twenty-ninth Street—placed on a lot 152 by 197 feet, inside of ten months. This is an accomplishment which, for gigantic proportions and time, well-nigh staggers the imagination.

The walls of the Woolworth Building required 17,000,000 bricks—enough bricks to pave a roadway 30

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feet in width from the Woolworth Building to West Two Hundred and Fiftieth Street. The 80,000 electric bulbs from the 13,500 electric light outlets in the building, strung less than three feet apart, would light the entire forty miles of water front around Manhattan Island. There are 87 miles of electric wiring—sufficient to extend a continuous stretch from New York to Philadelphia. The huge 2,500 h. p. boilers, if harnessed together, would lift 100 times the weight of the Statue of Liberty. The building has a total weight of 206,000,000 pounds at the caissons. It is figured that this immense weight is increased at times by wind pressure, by 40,000,000 pounds. The building is designed to withstand a wind pressure of 250 miles an hour.

The Woolworth Building reaches a height of 780 feet above the sidewalk. Its sub-basement floor is 37.6 feet below the level of the street, and the concrete and steel caissons upon which it rests extend to bed rock, 130 feet below the surface. No other building in modern or ancient times has reached such a height as 910 feet, the extreme height of the Woolworth Building, from where it sets on bed rock to the top of the tower. The Eiffel Tower alone exceeds it in height, but the Eiffel Tower is not a building. The Tower of Babel—scientists tell us—reached a height of about 680 feet before the builders got mixed in their tongues and gave it up as a bad job.

In this gigantic pile it is estimated that 7,000 to 10,000 tenants will be housed—a number large enough to form a small municipality, with a mayor, executive departments and police force.

To-day there are over 6,500,000 people residing within twenty miles of the Woolworth Building. The population

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in this area is increasing at the rate of over 300,000 a year. No building in the entire city of New York is better situated so far as accessibility is concerned to the entire population, not only to the residents of the city proper, but to the visitors to the metropolis.

WALL STREET

The New York Standard Guide gives the following description of Wall Street and the financial center:

"Wall Street took its name from the wall which once defended New Amsterdam at this point. The wall outlived its usefulness and disappeared 200 years ago, but the name it gave to the street which ran beside it has become the most famous street name in the world.

"Wall Street, the place, is the financial center of the country. Wall Street, the name, is synonymous with securities, stocks, bonds and shares, trust certificates, gold, money, investment, speculation, fortune, ruin. We shall find here a succession of imposing bank and office buildings whose architectural effect is of solidity strength and durability—qualities which have their ultimate expression in the massive construction of the Sub-Treasury and the Custom House. Facing the street and filling the vista on Eroadway, stands Trinity Church, its melodious belfry chiming the hours of the Wall Street day. The sidewalks and the street itself are crowded with alert, intent, hurrying, jostling throngs of bankers, brokers, lawyers, clerks, expressmen messenger boys, ubiquitous here as everywhere throughout the city; and now and then, if we recognize him, a detective.

"A few steps from Broadway, New Street opens to the south in a veritable Rocky Mountain cañon between towering cliffs. A few doors below is the

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NEW MUNICIPAL BUILDING

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"New York Stock Exchange, the greatest market of stocks, bonds and other securities in the world. The exchange has 1,100 members; seats have sold as high as \$95,000. Admission to the visitor's gallery is by card from a member. The chief external feature of the million-dollar building is the Broad Street facade.

"The Consolidated Exchange occupies a monumental building at the corner of Broad and Beaver Streets. The Curb Market of the 'curbstone brokers' is in Broad Street in front of the Mills Building. It is a meeting place for trading in stocks, Standard Oil among them, which are not dealt in on the regular exchanges.

"On the northwest corner of Wall and Nassau towers the magnificent Bankers' Trust Company Building. This is distinguished by massiveness of construction and the elegance of the interior; and is further notable as an example of that astonishing system of tearing down and building up, which is characteristic of the development of the city. The Bankers' Trust building here occupies the site of the Gillender Building, a twenty-story structure which was in its day one of the architectural marvels of the town, and which was in 1911 demolished to make way for the present building."

TRINITY CHURCH

One of the architectural adornments of lower New York is the noble Gothic pile of Trinity Church, set in its churchyard on Broadway at the head of Wall Street. Its proportions have been dwarfed by the surrounding office buildings, which tower above the spire, but the dignity and beauty of Trinity have in nowise been diminished; the contrast between its restful

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repose and the turmoil of Broadway is as grateful to-day as ever; and the open gate still as persuasively invites us to turn aside for a moment within the twilight of its aisles, or to stroll amid the headstones where so many thousands are sleeping the long sleep.

The church is the third of those which have stood here since 1697. The first one was burned in the great fire of 1776, which destroyed 500 buildings, and the second one, having become unsafe, was pulled down to make way for the present edifice, which was completed in 1846. It is of brown sandstone, and is regarded as a fine specimen of the Gothic style.

MADISON SQUARE GARDEN

The Madison Square Garden occupies the whole block bounded by Fourth and Madison Avenues and Twenty-sixth and Twenty-seventh Streets. It is 465 x 200 feet, and it is the largest amusement building in America. It was completed in 1890 at a cost of \$3,000,000. The building material is of pale yellow brick with decorations in white terra cotta. The finest feature of all is the tower which springs from the Twenty-sixth Street front, rising 249 feet with unbroken lines, and then by a succession of belfry stages of diminishing size tapering to the pinnacle upon which rests the shining figure of Diana with flying draperies and crescent bow, 356 feet above the sidewalk. The tower is an adaptation (but not a copy) of the Giralda in

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Seville. The Diana, modeled by Augustus St. Gaudens, is of copper gilded, 13 feet high. The statue is a weather vane, and rests upon ball bearings (forty polished steel balls about the size of billiard balls), which enable the figure to turn readily, the arrow always pointing into the wind. Electric lights illuminate the figure at night.

The Garden contains a vast amphitheater, 300 x 200 feet and 80 feet in height. It has a permanent seating capacity of 6,000. This may be increased by using the arena floor to 13,000, with standing room in addition. The Garden is lighted by 7,000 incandescent lights.

The Garden is the place of great meetings and expositions and entertainments. Here have been held the Horse Show, Dog Show, Poultry Show, Sportsmen's Show, American Institute Fair, Barnum's Circus, Arion Ball, political gatherings and mass meetings.

The Metropolitan Museum of Art occupies a site in Central Park, the imposing East Wing fronting on Fifth Avenue, opposite Eighty-second Street. It is open every week day from 10 to 6 in summer, and 10 to 5 in winter; Saturday, 10 A. M. to 10 P. M.; Sunday, 1 to 5. Admission is free on every day.

The Museum is a private corporation, founded in 1870 by a number of public-spirited citizens, and managed by a board of trustees, but the Museum building was provided by the city. The Metropolitan is the largest and richest art museum in America; it is a vast storehouse of treasures in the several departments of the fine arts; all times and all peoples have contributed to it.

From time to time, as loan exhibits, here are shown to the public the great private art collections. Here may

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HERALD SQUARE

Looking up Broadway and Sixth Avenue
The New York Herald Building in the foreground

The Gimlet

be the final resting place of the priceless treasures which Morgan gathered together from wherever the world's art jewels have been created or hidden away.

The Hall of Fame for Great Americans is at University Heights, and is reached by the Broadway Subway to One Hundred and Eighty-first Street and trolley. The Hall, which is one of the buildings of the New York University, is a granite colonnade 500 feet in length, built about the Library. It contains 150 panels, in which will be set bronze tablets for the names of 150 great Americans. The selection of the subjects to be honored is entrusted to a committee of 100 members, made up of college presidents, educators, professors of history, scientists, publicists, editors, authors and chief justices, the selection finally to be approved by the New York University Senate. Only persons born in the United States and deceased at least ten years are eligible. Fifty-one names were chosen in 1900, 1905 and 1910, and five will be added every fifth year until the roll of 150 shall be complete. With each individual's name is inscribed a quotation from his speeches or writings; and in the Museum of the Hall of Fame, portraits and other memorials will be preserved. A Hall of Fame for women was added in 1905. The names which have been selected are:

Authors—Emerson, Longfellow, Irving, Hawthorne, Lowell, Whittier, Holmes, Poe, Cooper, Bryant, Bancroft, Motley.

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Teachers—Edwards, Mann, Beecher, Channing, Brooks.

Scientists—Fulton, Morse, Whitney, Audubon, Asa Gray, Agassiz.

Soldiers—Grant, Farragut, Lee, Sherman, Jones.

Jurists—Marshall, Kent, Story.

Statesmen—Washington, Lincoln, Webster, Franklin, Jefferson, Clay, John Adams, Hamilton, Jackson, Madison, Roger Williams, John Quincy Adams.

Septimi—Peabody, Peter Cooper, Stuart.

Women—Mary Lyon, Emma Willard, Maria Mitchell, Harriet Beecher Stowe, Frances E. Willard.

Next to the dense crowds the most noticeable thing about the streets of New York is the width of the avenues. There are also some beautiful drives. The New York Standard Guide says the following about one of them:

"A district of much interest is the plateau north of 110th street, on the West Side, between the Hudson River and Morningside Park. It contains Grant's Tomb on Riverside Drive, and Columbia University and the Cathedral of St. John the Divine on Morningside Heights.

"Riverside Park, which begins at Seventy-second Street, extends along the slopes and bluffs of the Hudson for three miles to One Hundred and Thirtieth Street, forming what Sir Henry Irving has pronounced the most magnificent residential avenue in the world. It was a park in nature; and for the most part the natural contours have been preserved, with many of the trees of the original forest. Along the bluff, which in places attains an elevation of 130 feet, runs Riverside Drive, one of the grandest and most beautiful urban drives in the world. It gives a succession of picturesque views of the Hudson and the Palisades, and is lined on the east with fine houses. The Riverside section is one of the high-class residential districts. The New York Orphan Asylum plot fronting

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the Drive, from Seventy-third to Seventy-fourth Streets, was acquired in 1901 by Charles M. Schwab, President of the United States Steel Corporation, who paid for it \$860,000, and here Mr. Schwab has built at a reported cost of \$2,000,000 one of the most magnificent residences in America.

"This point of the Drive has retained the name of Claremont, from an old family mansion, which stands north of the Tomb, and is now the Claremont Inn restaurant. Beyond the Claremont slopes the east drive, circles and returns on the west side of the Tomb. A steel viaduct one-third of a mile in length spanning Manhattan Valley provides for the northern extension of the Drive to a connection with the Harlem Speedway, which gives a continuous elevated boulevard for a distance of ten miles along the Hudson and the Harlem.

GRANT'S TOMB

"Grant's Tomb, on Riverside Drive at One Hundred and Twenty-third Street, occupies a commanding site overlooking the Hudson, and is itself a conspicuous object in the river views. It was designed by John H. Duncan, and is constructed of white granite from Maine, with white marble interior. The proportions are imposing. The square structure is 90 feet on the side and 72 feet in height; the circular cupola with Ionic columns is 70 feet in diameter, and the dome rises 150 feet from the ground. The apex of the monument is 280 feet above the river. From

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THE WOOLWORTH BUILDING
The tallest skyscraper in the world

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the plaza on the south side steps 70 feet wide ascend to the portico, which has double lines of Doric columns before the entrance, with its massive bronze doors. Above the portico two sculptured figures by J. Massey Rhind, emblematic of Peace and War, flank a panel, on which are inscribed the words: "Let us Have Peace." The decorative scheme provides for bronze statues and groups on the portico, parapet and dome.

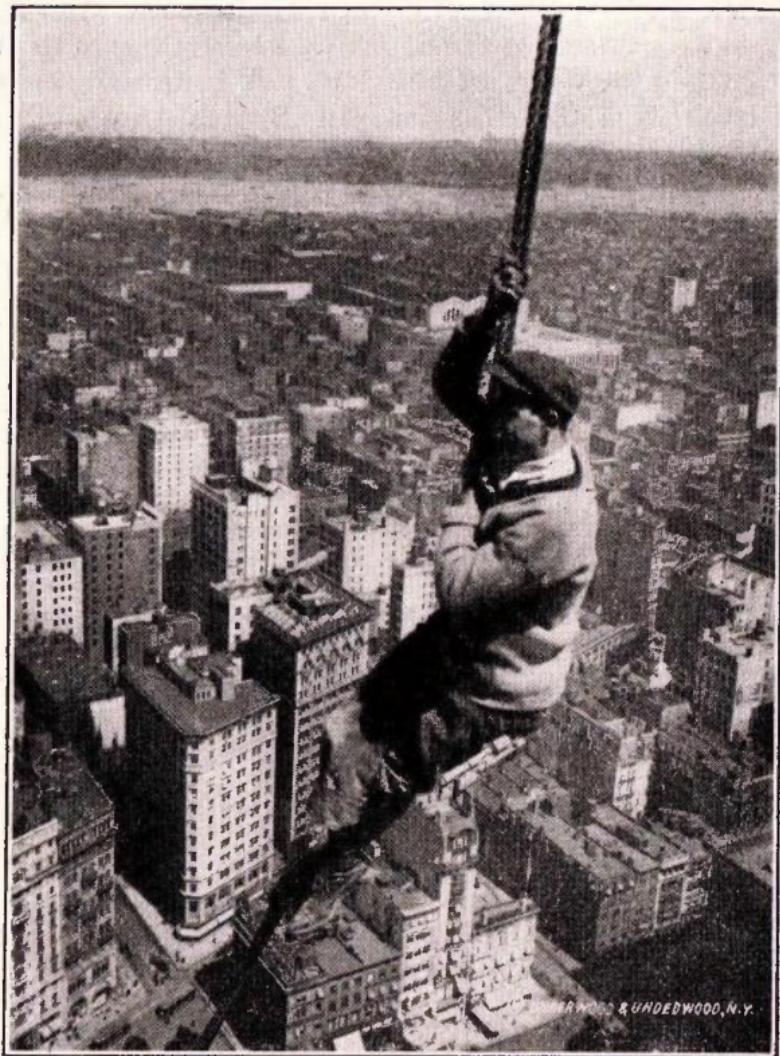
"The interior plan is cruciform, 76 feet between the walls. The four great piers of the rotunda carry arches whose crowns are 50 feet from the floor; the circular gallery, supported by the arches, is 40 feet in diameter; the dome rises 105 feet above the floor. In the pendentives sculptured reliefs by Rhind symbolize Youth, Military Life, Civil Life and Death. In small rooms surrounding the rotunda stands of battle flags lend a touch of color. The hush of the vast chamber, the mellowed light and the simplicity and dignity of all combine to give solemnity to the place.

"Through a circular opening in the floor the sarcophagus is seen in the crypt directly beneath the center of the dome. It is of polished red porphyry from Wisconsin and is supported upon a pedestal of granite from Massachusetts. Upon the lid is the name Ulysses S. Grant."

BOWLING GREEN

The diminutive oval of Bowling Green, at the foot of Broadway, is the city's oldest park. Its story goes back to the beginning. When the Dutch came to Manhattan Island in 1626, they built Fort Amsterdam, which stood where the

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AT WORK FIVE HUNDRED FEET IN THE AIR
BROOKLYN BRIDGE, NEW YORK CITY

AT WORK FIVE HUNDRED FEET IN THE AIR

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new United States Custom House now stands, and the Green was the Plaine reserved as a drill ground in front of the fort. A hundred years later in 1732—this was in British times—the plot was by resolution of the Corporation leased “to some of the inhabitants of the said Broadway, in order to be inclosed to make a Bowling Green thereof, with walks therein, for the beauty and ornament of said street, as well as for the recreation and delight of the inhabitants of the city.” Thus the park got its name.

THE STATUE OF LIBERTY

The Statue of Liberty Enlightening the World is on Bedloe's Island, in the Upper Bay, one and one-quarter miles from the Battery. It is reached by steamboat, which leaves the Battery hourly, on the hour, and returns on the half-hour, from 9 A. M. to 5 P. M. One may obtain a satisfactory view of the exterior and return on the same boat, time from Battery and return three-quarters of an hour; if the ascent of the Statue is to be made, allow an hour and three-quarters.

The Bowery extends from Chatham Square north to Cooper Union, where Third and Fourth Avenues diverge. In the old Dutch days it was the Bouwerie Lane, between the bouweries or farms; and later it became the Boston Post Road; a mile-stone at Rivington Street still marks one mile from the old City Hall in Wall Street. The peculiar features of the old Bowery live only in tradition; but it still has characteristics all its own.

“DIAMOND EDGE IS A QUALITY PLEDGE”

BUYING A NEW STOCK

SOME men are said to be business geniuses. To the humble mind of a common teamster, genius is just another name for ordinary horse sense. If men would think out propositions simply and directly they would usually come to the correct conclusions. They would gather unto themselves the reputation of having good judgment. But the trouble with all of us is that when a proposition is put up to us we think of it in the most complicated manner we can figure out. Instead of sticking to the essentials, we get mixed up in a lot of details. Instead of hanging on to the plain facts, we suppose this and that might happen. If we would just cut out all the "ifs" and "ands" and stick to those things we know, we would be saved a whole lot of bother and trouble, and would arrive at our destination, on time, without being worn out.

Now when it comes to buying an opening stock of hardware I claim that the main thing is simply to get the right kinds of goods, in the right quantities, at the right prices, that will sell in your neighborhood at a fair and satisfactory profit. After an experience in the hardware business going on to forty years, it is my opinion that the most important thing is to get the *right kinds of goods in the right quantities*. Do not misunderstand me—it is also very necessary to see that you buy your goods at the right prices, but I repeat that after all my years of study of the hardware trade of this country, I am absolutely convinced that the main thing is to get the *right assortment*.

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Suppose you bought your entire stock at five per cent lower than any other retail merchant could get the same goods. But suppose the party who sold you the stock filled your order with goods that would not sell in your neighborhood or gave you the wrong quantities. Then you surely would be up against it. I maintain that if you bought your stock in that way, and if some other retail merchant paid five per cent more for his stock than you did for yours, but got the right kinds of goods in the right assortments, he would be in better condition to do a profitable business than you would be with all your low prices. Let me illustrate what I mean by this:

In Solomon City, Kan., many years ago, a mechanic decided to enter the hardware business. He fell into the hands of a certain manufacturer's agent. This agent did not have a full and complete line of hardware, but only sold certain lines. He gave this unsuspecting but ambitious new merchant very large quantities of the few lines he had for sale. He was careful to see that the amount of the bill consumed all the cash this mechanic had. When I dropped in to see this poor dealer he was very blue and despondent. He had a whole lot of a few goods, but absolutely none of many other goods necessary to make up a complete stock of hardware. I took up the situation with my house and they allowed me to give this merchant liberal terms on the second new stock he bought to fill in the gaps in his assortment. Now in this case this mechanic bought what he did buy at the right price, but he did not have the right assortment and it took him several years to work down some

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of the quantities that this manufacturer's agent had unloaded on him.

Here is another actual case: I was wired by my house to go immediately to see a merchant at Walnut City, Kan. He had just invested \$1,000.00 in a new stock. He did not know a thing about the hardware business, but had written to a certain house to send their salesman. This salesman happened to be taking part in a cutlery contest. He was anxious to win a handsome prize. The contest was almost over. He took this merchant's \$1,000.00 and sent him \$600.00 worth of cutlery and \$400.00 worth of hardware. In this instance the prices were also right, but the assortment was decidedly wrong. I was instructed by my house to also fix up this assortment. These two merchants, if they are still living, will remember their start in business.

Now let us take still another illustration: Suppose I wished to buy out an established retail hardware business. I am sure I would find that most merchants carrying a stock, say, of \$5,000.00 worth of goods had bought these goods about right, on the total stock; I am confident there would not be a variation of three per cent. This would amount to only \$150.00 on a \$5,000.00 stock. But when I would investigate the assortment of goods on hand what a wonderful difference there would be! I would find that some stocks had been carefully bought. The merchants would have plenty of staple goods and only a few of the slow sellers. They would not be overloaded with "store keepers." But on the other hand I am sure I would discover in some of these stocks evidences not only of careless buying, but of good-natured weakness on the part of the merchants in allowing salesmen to overload them with unsalable goods. In a word, while I would not find a difference of more than three per cent in the value of these retail hardware stocks on account of the prices paid, I would find a difference of from twenty-five to thirty per cent in the value of the stocks on account of the difference in the assortment and quality.

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Therefore, to my mind, there is no doubt that the main thing for a merchant just going into the retail hardware business is to secure not only the right prices but especially the right assortment of goods. Let me again explain my meaning by an illustration that will go all down the line in buying a stock of hardware. Please remember that in this article I am not writing about the buying of wholesale stocks or very large stocks of hardware for large towns, but about the purchasing of average size stocks for medium size towns and villages.

Every merchant knows that the sizes of shears run 6, 6½, 7, 7½, 8, 8½, 9 and 10 inches. If a salesman happens to be working for a cutlery prize or is indifferent to the interests of his customer, he will send him a box of one-half dozen of each of these sizes. The prices charged for the shears may be all right, but let us analyze just what this salesman has done. In the first place, when buying a stock of medium size, it is unnecessary to purchase the half sizes. They should all be cut out. Doing this would save the merchant just that much capital to put into more salable goods.

Then we all know that the 7 and 8 inch are the best selling sizes of shears. While in a small stock it may be all right to send one-half dozen of each of these two sizes, it is entirely out of line to send one-half dozen of the 6 inch, and of the 9 and 10 inch. The proper assortment for a medium size stock, written up by a conscientious salesman, would be about as follows:

- 1-6 dozen 6 inch.
- 1-4 dozen 7 inch.
- 1-2 dozen 8 inch.
- 1-4 dozen 9 inch.
- 1-6 dozen 10 inch.

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It is even a question if it would not be better only to take one-twelfth dozen pair each of the 9 and 10 inch.

If the salesman was consulting the best interests of his customer he would supply him with a box for each size of shears bought, even if he purchased only fractions of a dozen, so when the goods were laid out in the show case the assortment would have the appearance of being complete, while, as a matter of fact, the merchant would have no unnecessary capital tied up in the ends of the line.

This is going to be only a brief essay. If it were to be a long one I could write an entire chapter on the "*ends of the line.*" By this I mean the small sizes at the beginning of a line and the large sizes at the end. To-day, in the hardware business of the United States, in the warehouses of manufacturers, jobbers and retail merchants, millions of dollars are tied up in the ends of the lines, awaiting the call of customers who want something very small or something very large. It would surprise you if I should say that about twenty-five per cent of all the capital invested in the hardware business is tired up in the slow-selling goods at the ends of the lines.

There is much more that experience has taught me about the buying and selling of stocks of hardware. If you are thinking of purchasing a stock I suggest that you see one of our experienced salesmen or come down to St. Louis and go over the list with us. Our one and only aim when selling a new stock is to start off our customer on the road to success. We not only will make the prices right, but we will see that you get the right assortment. We guarantee every new stock that we sell. If you want to know just what this guarantee means, write or come to see us. We are not philanthropists, but we do claim to have ordinary horse sense. We realize that every

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successful customer we have is a live feeder for our business. If you are not successful you will not be a desirable customer. Therefore, it is a set business policy on our part to do everything reasonable within our power to help our customers succeed.

In selling a new stock we believe the first thing to do is not only to give a dealer absolutely rock bottom prices so that he can meet any and all legitimate competition, but especially to see that when he opens his goods and places them on his shelves he will have a complete assortment of the right kinds of goods called for in his vicinity.

| How do we know the kinds of goods used in the various territories? This is simple. Not only have we salesmen on the road, but we have sales managers here in the house who have been trained and have had experience in selling goods in all sections of this country. Suppose you should come in to buy a new stock for a town in Kansas. You would be turned over to a Kansas sales manager—a man who traveled for years in and who is in close touch with the trade of that State. We not only have the desire, but what is just as much to the point, we have the organization and the ability to give the very best possible service in the handling of new stock orders.

| I have written several little essays in previous *Gimlets* on new stocks. One of these essays was on securing the right location. We might call this one an essay on assortment. Probably my next article will be on how to arrange your store.

Yours fraternally,

Mike Kinney

Teamster and Editor.

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STEEL & WIRE
COMPANY'S

AMERICAN

Bleichert System

AERIAL TRAMWAYS

We are the Sole Licensees in America of this Type of Construction. Every Detail has been Thoroughly Worked Out and We put into These Constructions only Material of the Most Approved and Substantial Kind, including

American Wire Rope

No matter what the contour of the ground, we will construct a tramway that will transfer material in a bee-line at minimum expense; and no grades are too steep to surmount; no rivers or valleys too wide to cross; and no grading, bridges or viaducts of any kind are required. There is practically no limit to the length of these tramways. We have one line carrying ore twenty-one miles.

Write for our complete descriptive book showing every form of application. And we will be glad to work upon propositions submitted to us, returning full and complete specifications and costs of construction.

American Steel & Wire Company

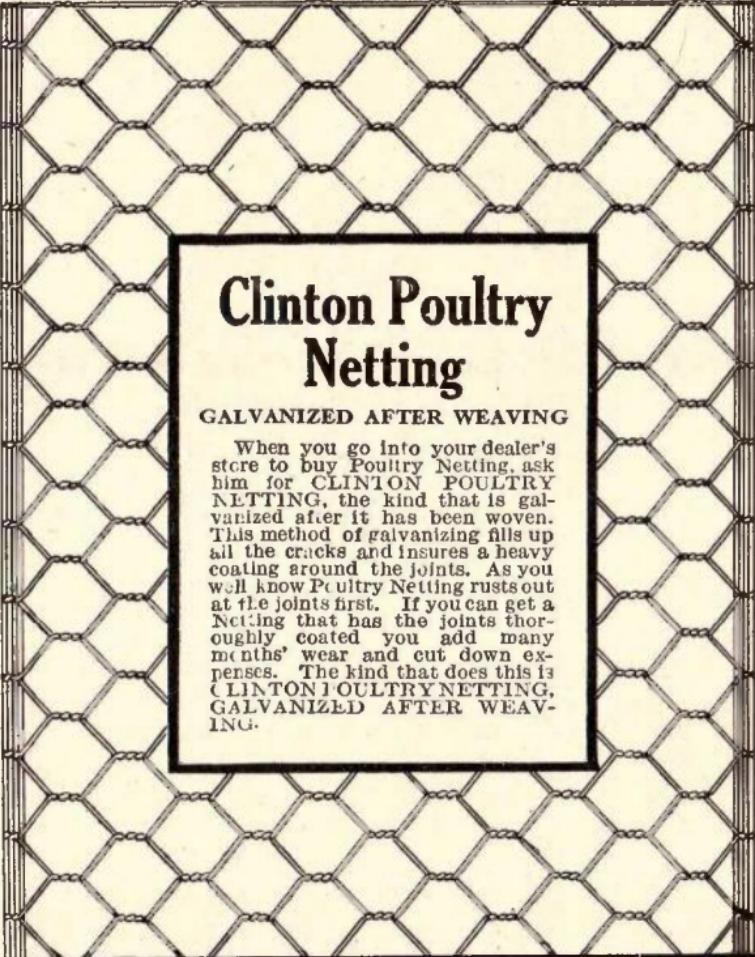
SUCCEEDING THE TRENTON IRON CO.

CHICAGO
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WORCESTER
CLEVELAND

PITTSBURGH
DENVER

Export representatives, U. S. Steel Products Co., 30 Church St., New York. Pacific Coast representatives, U. S. Steel Products Co., San Francisco, Los Angeles, Portland, Seattle.



Clinton Poultry Netting

GALVANIZED AFTER WEAVING

When you go into your dealer's store to buy Poultry Netting, ask him for CLINTON POULTRY NETTING, the kind that is galvanized after it has been woven. This method of galvanizing fills up all the cracks and insures a heavy coating around the joints. As you well know Poultry Netting rusts out at the joints first. If you can get a Netting that has the joints thoroughly coated you add many months' wear and cut down expenses. The kind that does this is CLINTON POULTRY NETTING, GALVANIZED AFTER WEAVING.

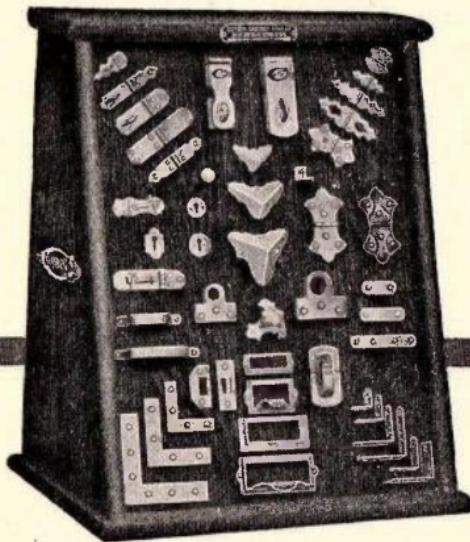
Clinton Wire Cloth Co. Clinton, Mass.

Boston

New York

Chicago

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Corbin Hardware Assortment No. 3400

A silent salesman that will attract the attention of the best people in your town; the people who have fads; who are doing odd jobs for entertainment; who do not care for expense.

This cabinet is 19 inches high, 16 inches wide and 11½ inches deep. The assortment consists of hinges, hinge hasps, label holders and pulls, mending straps, brackets, corner plates, padlock eyes, friction and suit case catches, box corners, shelf rests and escutcheons.

In all there are 43½ dozen with a retail value of \$31.57. The highest priced item, consisting of $\frac{1}{4}$ doz. only, is 40 cents retail. All the balance sell at from 2 cents each to 15 cents each and provide a most satisfactory profit margin. A retail price list is attached to inside of door.

WRITE YOUR JOBBER FOR NET PRICES

CORBIN CABINET LOCK COMPANY
NEW BRITAIN, CONN.

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PHILADELPHIA



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For nearly three-quarters of a century this trade-mark has protected the tool buyer.

It began by guaranteeing the genuineness of the finest saws ever made. Then, as the years passed, and new tools were added, one or two at a time, it gave the same great prestige to each, until to-day it protects the buyer of a widely varied line of

DISSTON SAWS TOOLS FILES

Quality Guaranteed

from the possible substituter.

There are few hardware stores that do not sell Disston products. If you find one that does not, send us his name. But whenever, or wherever you buy—**LOOK FOR THIS TRADE-MARK.**

Henry Disston & Sons
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Keystone Saw, Tool, Steel and File Works
PHILADELPHIA, PA.

SELLING POWDER

with a
REPUTATION

For Reliability and Regularity

D U PONT Powders are known the world over, and recognized as the "last word" in powder-making.

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Extensive advertising, promotion of trap-shooting, and co-operation with dealers makes the sale of Du Pont Powders easy and certain.

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GIANT STAR HOISTS

Complete Line — Nine Sizes

The new Giant Star Hoist is the first roller-bearing, self-locking hoist ever constructed, making it possible for one man to lift a heavier load than with any other hoist on the market.

In flexibility, operation, strength, locking device, appearance and finish, they are without an equal.

Giant Star Hoists are roller bearing throughout; the sheaves are large and strong, turning on removable steel axles; the hooks are drop-forged and swivel and are very flexible on the straps.

The straps are drop-forged and especially strong; the heavy steel plates are very neat in design.

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The blocks are finished in aluminum paint.

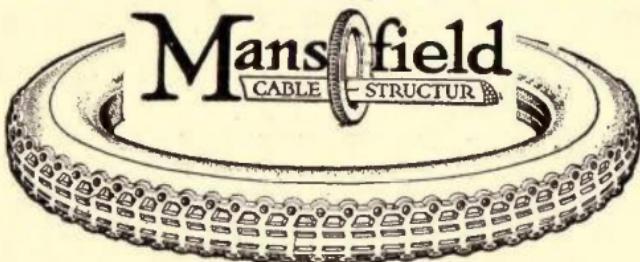
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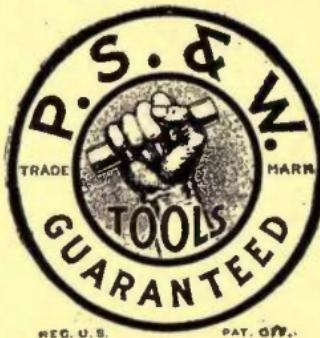
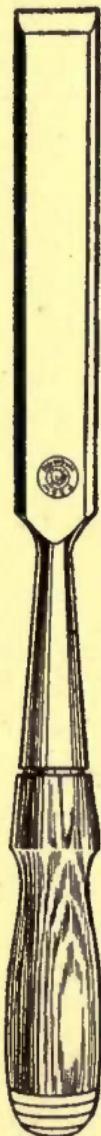
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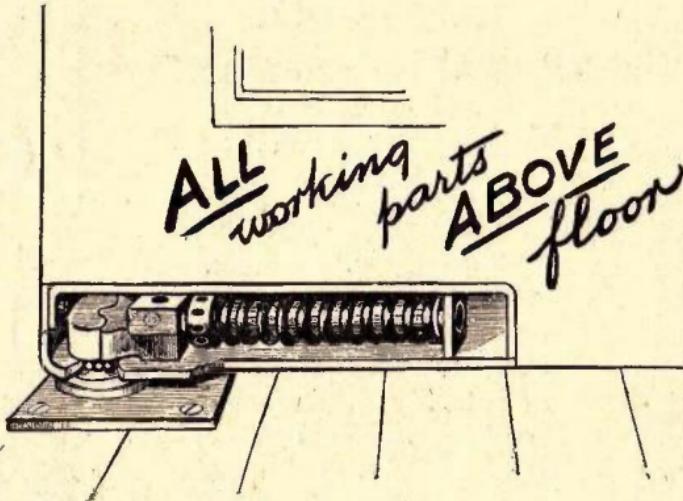
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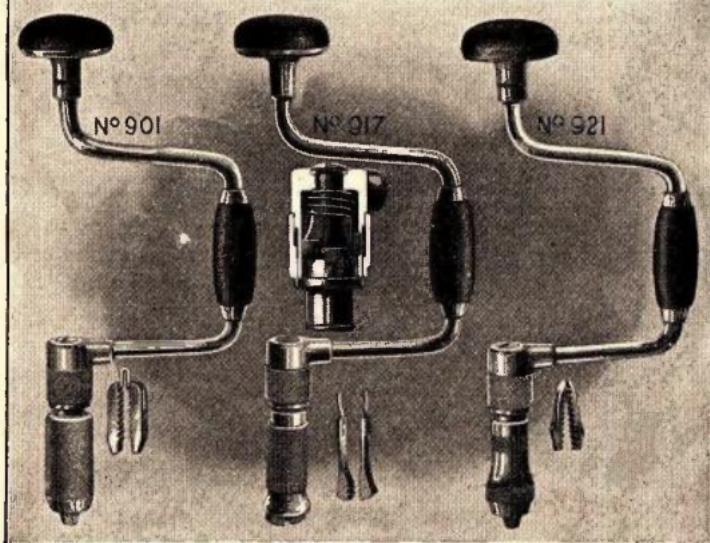


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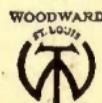
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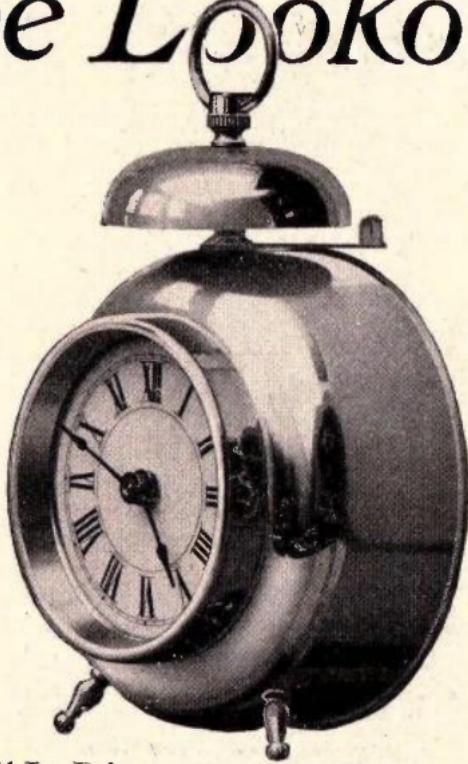
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